



“Lights Up: Hollywood”

The Hollywood Partnership Façade Lighting Support Program

About the Program:

“**Lights Up: Hollywood**” is The Hollywood Partnership's (The HP) matching support program of up to \$10,000 for lighting projects that will enhance public safety and enliven buildings in the district. Through this new program, The HP will partner with property owners and/or tenants to bring added light and ambiance through the illumination of building façades. This program is eligible only to properties located within The Hollywood Entertainment District Property Improvement District (HED PBID) boundaries (see map at www.hollywoodpartnership.com). For more information about eligibility, please see the section entitled “Eligibility” in this document. **Completed Initial applications for this funding cycle will be accepted until the close of business on Friday, February 5, 2021.**

At its February 9, 2021 meeting, The HP's Goal 2: Place Enhancement Committee (the Committee) will decide on applicants to advance and invite to the formal application process. Applicants that have been chosen to advance to the final application round will be notified via email of the Committee's decision on Wednesday, February 10, 2021. The final application round will require additional due diligence by the applicant, including but not limited to the provision of financial feasibility, estimates from licensed contractors, and renderings of the proposed project.

Virtual Information Sessions:

The HP will be hosting virtual information sessions for questions and to offer more information on this program. Participation in a virtual information session is encouraged but not mandatory. The dates and times for these sessions will be:

- | | |
|---|---------------------------------------|
| - Thursday, January 14, 2021 @ 3.00 pm | - Friday, January 22, 2021 @ 2.00 pm |
| - Tuesday, January 19, 2021 @ 10.30 am | OR |
| - Wednesday, January 20, 2021 @ 4.30 pm | - Friday, January 29, 2021 @ 10.30 am |

To RSVP for one of these sessions and receive the zoom link, please email Rich Sarian, Rich@HollywoodBID.org, to confirm.

Applying for this program does not commit The HP to enter into a relationship with any applicant, to pay any costs incurred in its preparation of the proposal or application, to participate in subsequent negotiations or to support for the project.



THE
HOLLYWOOD
PARTNERSHIP

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INITIAL APPLICATION

Name of Applicant: _____

Property Address: _____

Applicant's Association with Property: _____

Requested Amount: \$ _____

Estimated Total Project Budget: \$ _____

Conceptual description of proposed improvements:

Please also include two (2) to four (4) photographs of current façade(s) and conditions including close-up and wide shots (electronic photos are preferred and can be emailed along with completed application packet). Concept sketches and artwork are also encouraged for the initial application review.

Applicant's Contact Information

Applicant's Email Address: _____

Applicant's Phone Number: _____

Please list any additional Funding Sources and Amount:

- _____
- _____
- _____

Please fill out and submit this application for consideration and email to Rich Sarian, Rich@HollywoodBID.org by Friday, February 5th.



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ELIGIBILITY

All lighting façade projects must be completed and installed by December 31st, 2021. All properties current on special assessment payments located within the boundaries of the HED PBID qualify for this program. Owner(s) of multiple properties within the HED PBID may submit proposals/ applications for their properties, however it is likely that only one property will be chosen for funding per funding round. The projects considered should include, but are not limited to the following:

- Installation of appropriate lighting of architectural details on historic buildings,
- Installation of appropriate lighting highlighting artwork on a building,
- Installation or repair of lights, which are attractively integrated into the architecture of a building including its exterior window areas, doorways and awnings, canopies, or metal roll downs,
- Installation of appropriate lighting for the purpose of illuminating the exterior signage of a building, or
- Installation or repair of lights intended to improve the perception of safety in / around the pedestrian-oriented scale of a building.

The following improvements/use of funds will not be considered:

- Lighting of parking facilities
- Lighting the interior of a building
- Storefront or building signage
- Project management fees
- Property management fees
- Deferred maintenance
- Projects completed prior to the approval of the application
- Any work that is not completed by a licensed contractor or subcontractor